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Homework 1 – Excel

1. Kickstarter is most commonly used to try to fund items in the Theater category. Kickstarter is not a good means to fund anything related to journalism, as no campaign has ever made it passed cancel. Plays are by far the most successful sub category when it comes to using Kickstarter. Another conclusion is that December is the worst month to launch a campaign. More campaigns fail in December than are successful. One last conclusion (sorry), is that higher goaled campaigns have a lower likelihood of being successful.
2. I would say one limitation of the dataset could be geographic location outside of country. I think if we could include major metropolitan area that different stories could be told on what is successful and what is not, i.e. market trends. Another limitation would be that there are varying currencies. Not everything is in USD so exchange rate is not factored in which could skew the data.
3. Another calculation that needs to be done is the actual length of the campaign and make a graph out of that. We have the start and end date, but we haven’t calculated the success based on the length of the campaign. There is also a spotlight section which I assume is like sponsored or promoted on their website. This would be a good indicator to see how well the spotlighted campaigns did to the non-spotlighted ones.